

OREGON WINE BOARD MEETING MINUTES

COVID-19 Response

APRIL 20, 2020 <<FINAL>>

VIA ZOOM

ATTENDANCE

BOARD: Bob Morus (Chair), Kevin Chambers (Vice Chair), Eugenia Keegan (Chair Emeritus), Donna Morris (Treasurer), Hilda Jones, Bertony Faustin, Jason Tosch, Barbara Steele

STAFF: Tom Danowski, Marie Chambers, Stacey Kohler

ABSENT: Justin King

MEETING OPENING

Call to Order

Chair B. Morus called the Oregon Wine Board public meeting to order at 4:10 p.m.

Board Minutes

The Board reviewed minutes from the April 13 Oregon Wine Board meeting.

D. Morris moved that the April 13 Board meeting minutes be approved as submitted. H. Jones seconded. The motion carried 7-0. (E. Keegan not in the meeting)

MATTERS FOR DISCUSSION

Board meeting invitations for industry associations and interest groups

Directors discussed the Oregon Wine Council (OWC) Board's reply turning down the invitation from the OWB Chair to join the April 20 OWB meeting.

- **ACTION:** Chair B. Morus will draft an OWB letter to the OWC Board with another invitation to either attend a future OWB meeting or respond in writing with detail on the concerns OWC members have expressed with OWB's work for the industry in education, marketing, media relations and research initiatives.

Board input for the next Strategic Marketing & Communications Committee meeting

T. Danowski brought up for discussion the importance of the OWB Strategic Marketing & Communications committee taking on a leadership role for the Oregon wine industry as details emerge about the Governor's plan to eventually relax restrictions on commercial activities.

- **ACTION:** The Strategic Marketing & Communications steering committee will come back to the Board the week of May 4 with a proposed agenda and its plan for structuring the June meeting while taking into account possible adjustments to the Strategic MarComm plan.

OWB Wine Exchange

Board Chair B. Morus introduced a concept that the OWB facilitate a wine exchange program in order to build community within the industry during the COVID-19 crisis and facilitate greater awareness of varietal, regional and stylistic diversity.

- One thought was to develop a page on the OWB website listing the wineries willing to exchange wine. The basic premise is for participating wineries to work out their own bottle-for-bottle trades.
- **ACTION:** The Board concluded it would be best to test the concept with the Oregon Wine Production Facebook group page and ask OWB staff to spotlight it in the Grapevine and on social media channels

OWS 2021

The Board talked about how the Symposium in 2021 may look post-COVID.

- **ACTION:** OWB's Education committee will proceed with its planning and prepare for the possibilities that OWS 2021 will be a partially, or fully, virtual event. The committee will adapt as circumstances require before confronting OWS decision deadlines over the summer.

Sanitation and Safety Guidelines for wineries

T. Danowski updated the Board on WVWA's initiative to facilitate the development of "Guidance for Operating Tasting Rooms in Response to COVID-19."

- WVWA has worked with an OSHA consultant in drafting the language and is also looking to work with other Oregon wine industry groups in developing a task force to help refine the Operating Guide that will then be reviewed by OSHA, OHA, & ODA.
- OWB agreed to participate in convening task force calls with industry associations.
 - The Governor's office is convening industry sector specific committee meetings beginning the week of April 20 as part of the *Reopening Oregon* plan. The wine industry will have three representatives on the Restaurant and Food Service committee, including Carrie Kalscheuer (OWC).
- **ACTIONS:**
 - D. Morris will reach out to Mike McNally (WVWA) and ask that he be an industry representative at those meetings.
 - T. Danowski will make a similar request of Dan Marca (RVV)

MEETING FINALIZATION

Chair B. Morus adjourned the Oregon Wine Board meeting at 6:08 p.m.